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**DETERMINANTS OF ATTITUDE TOWARDS
CELEBRITY BRAND AND PURCHASE
INTENTION**



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UUM
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**MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
January 2021**

**DETERMINANTS OF ATTITUDE TOWARDS CELEBRITY BRAND AND
PURCHASE INTENTION**



UUM
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**Thesis Submitted to
School of Business Management,
Universiti Utara Malaysia
in Fulfilment of the Requirement for the Masters of Science (Management)**



Pusat Pengajian Pengurusan Perniagaan
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(Title of the Thesis /
Dissertation) : DETERMINANTS OF ATTITUDE TOWARDS CELEBRITY BRAND
AND PURCHASE INTENTION

Program Pengajian
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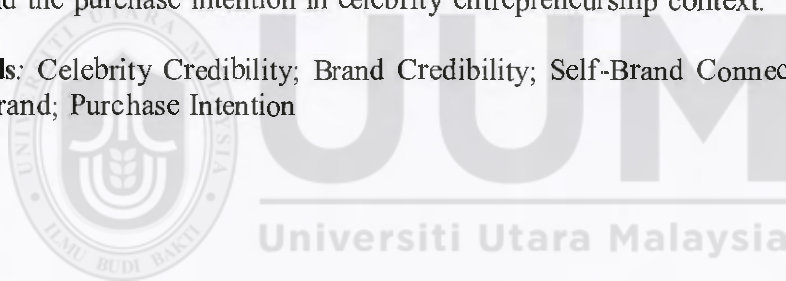
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ABSTRACT

Recently, celebrities have begun to venture into business. It has become a trend among celebrities to have their businesses, namely celebrity entrepreneur endorsement. However, studies in the context of celebrity entrepreneur are still limited. Hence, this study was conducted to develop the concept of celebrity entrepreneur endorsement by investigating the relationship of the credibility of a Celebrity, Brand, Advertisement, and Self-Brand Connection. In addition, Attitude toward the Brand acts as the mediator in shaping consumer's approach of Purchase Intention. Celebrity entrepreneur endorsement proves that their credibility can enhance customers' attitude and purchase intentions towards a celebrity brand. This study adopted the quantitative research by conducting an online survey. Data were collected among generation Y in northern Malaysia aged between 25 to 40. Approximately 395 respondents responded to the survey, with a response rate of 82%. The total numbers of samples for this study were 351 respondents after data cleaning. The findings of this study show the significant influence of the credibility of celebrity, brand and self-brand connections to purchase intentions, which are mediated by attitudes towards the brand. Theoretical framework and methodological approach were discussed, and several suggestions for future research were identified and recommended. In short, this study helps to further understand the purchase intention in celebrity entrepreneurship context.

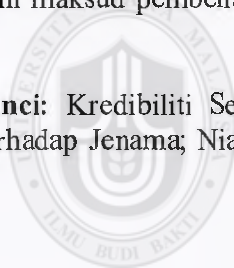
Keywords: Celebrity Credibility; Brand Credibility; Self-Brand Connection; Attitude toward Brand; Purchase Intention



ABSTRAK

Semenjak kebelakangan ini, selebriti mula berjinak dalam bidang perniagaan. Sudah menjadi trend di kalangan selebriti untuk memiliki perniagaan sendiri, iaitu sokongan usahawan selebriti. Waiau bagaimanapun, kajian dalam konteks sokongan usahawan selebriti masih terhad. Oleh itu, kajian ini dilakukan untuk mengembangkan konsep usahawan selebriti dengan mengkaji kredibiliti Selebriti, Jenama, Iklan, dan Hubungan Jenama Diri. Di samping itu, Sikap Terhadap Jenama bertindak sebagai perantara dalam membentuk pendekatan pengguna bagi Niat untuk Membeli. Sokongan usahawan selebriti membuktikan bahawa kredibiliti mereka dapat meningkatkan sikap dan niat membeli pelanggan terhadap jenama mereka. Kajian ini menggunakan penyelidikan kuantitatif dengan melakukan tinjauan dalam talian. Data yang dikumpulkan adalah di kalangan generasi Y di utara Malaysia yang berumur 25 hingga 40. Sejumlah 395 responden menjawab tinjauan dengan kadar tindak balas 82%. Jumlah sampel kajian ini adalah 351 responden selepas pembersihan data dilakukan. Penemuan kajian ini menunjukkan pengaruh yang signifikan terhadap kredibiliti hubungan selebriti, jenama dan jenama diri terhadap niat membeli, yang dipermudahkan melalui sikap ke arah jenama. Kerangka teori dan pendekatan metodologi dibincangkan, dan beberapa cadangan untuk penyelidikan masa depan telah dikenal pasti dan disyorkan. Ringkasnya, kajian ini membantu untuk lebih memahami maksud pembelian dalam konteks keusahawanan selebriti.

Kata kunci: Kredibiliti Selebriti; Kredibiliti Jenama; Sambungan Jenama Sendiri; Sikap Terhadap Jenama; Niat Pembelian



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ACKNOWLEDGMENT

I wholeheartedly thank my supervisors, Prof. Madya Dr. Selvan a/l Perumal and Dr Normalisa Md Isa, as always lend a helping hand and provide guidance and encouragement throughout the completion of this dissertation. To me, their individual and collective enthusiasms for this research were essential to the successful completion of this thesis, and they have been very excellent in their supervisory approach.

Similarly to all UUM lecturers on all the knowledge that has been poured. In addition, thanks to UUM for all the facilities that has been provided and to UUM's families for their assistance from the first day I started my study here.

Next, my appreciation to all respondents involved in this study. All of you have helped me to collect data for use in this thesis. They have given their valuable feedbacks that assist me in completing this dissertation.

Most importantly, I would like to thank my mother and father for their prayers and spiritual support throughout the journey. Lastly, I want to express my love and gratitude to my family, colleague and friends. They never fail to help, encourage and support me. This success is also their success.

Nor Atiqah Mohd Shuib

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CHAPTER1 INTRODUCTION

1.0 Chapter overview

Research background and the main issues centred on Celebrity Entrepreneur Endorsement and the relationship of Celebrity credibility, Advertisement, Brand and Self-brand Connection with Attitude towards Brand and Purchase Intention will be discussed in this chapter. Furthermore, this chapter covers the problem statement, research questions from previous studies, the objectives, and the study scopes. Besides, the variables used in this thesis are also defined in this section.

1.1 Background of Study

In a world where consumers have a wide range of choices, along with the intensifying competition between global and local brands, the role of celebrities in formulating marketing strategies has become increasingly significant (Teng, Su, Liao, & Wei, 2020). Even though celebrities may not always have an impact that could affect customers' intention regarding purchases, they usually have a strong impression on the perception of choosing any product (Ahmed, Ahuja, & Paryani, 2015). Consumers will be more attracted to select and buy a product used by their favourite celebrity (Khatri, 2015).

The number of celebrities who act not only as product endorsers but are also engaged in entrepreneurial roles as the initiator and business owner in Malaysia is increasing steadily. Today, many Malaysian celebrities start their own business in various fields. According to a report by the Suruhanjaya Syarikat Malaysia (SSM), the number of

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APPENDICES

Appendix A Questionnaire

A Survey on Celebrity Brand

Dear Respondent,

This survey is conducted as part of a Master Thesis paper, which will be submitted in partial fulfillment for the Master of Management from the University Utara Malaysia. The general purpose of this study is to understand purchase intention toward celebrity brand in Malaysia.

This survey only takes approximately 15 minutes. All information collected is **STRICTLY CONFIDENTIAL** and findings from this survey will be reported only on aggregate level. In other word, individuals that respond to this questionnaire will not be identified.

Thank you for your cooperation.

Responden yang dikasihi,

Kajian ini dijalankan sebagai sebahagian daripada kertas Tesis Sarjana, yang akan dikemukakan sebagai memenuhi sebahagian daripada Sarjana Pengurusan dari Universiti Utara Malaysia. Tujuan umum kajian ini adalah untuk memahami niat pembelian terhadap jenama selebriti di Malaysia.

Kajian ini hanya mengambil masa kira-kira 15 minit. Semua maklumat yang dikumpul adalah SULIT SULIT dan hasil daripada kajian ini akan dilaporkan hanya pada peringkat agregat. Dalam erti kata lain, individu yang bertindak balas terhadap soal selidik ini tidak akan dikenalpasti.

Terima kasih atas kerjasama anda.

Please select the appropriate response for each question.

Part I: Demographic Factor

1. Gender

☐

Male

☐

Female

2. What is your age/ Berapakah umur anda?

3. Marital Status: What is your marital status?

- ☐ Single
☐ Married
☐ Divorced

4. Personal Monthly Income/ Allowance

- ☐ Less than RM 1,000
☐ RM1,000- RM1,999
☐ RM2,000- RM3,999
☐ RM4,000- RM5,999
☐ RM6,000- RM7,999
☐ RM10,000 and above

7. Education level

- ☐ Secondary school
☐ Certificate
☐ Diploma
☐ Degree
☐ Master
☐ MBA
☐ PHD

8. Location (area, state)/Lokasi (kawasan, negeri) eg: Arau, Perlis
_____ (Please specify)

9. Where do you know about celebrity brand?
(Can tick more than one)

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Television | <input type="checkbox"/> Family/Friend |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Others: _____ |
| <input type="checkbox"/> Instagram | |
| <input type="checkbox"/> Facebook | |

10. What do you value the most
before purchase the
celebrity brand?

- ☐ Price of the product
☐ Celebrity endorsement
☐ Advertisement
☐ Brand name

11. Based on the picture above, are you aware about celebrity brand?

- ☐ Yes
☐ No

12. In this section we provide you some picture of celebrity brand in Malaysia. Please tick celebrity brand that you know. You can tick more than one.



☐ Naelofar Hijab by Neelofa Zalikha



☐ TrueDolly by Fazura



☐ Toujours by Hanis



☐ Zapatos by Zain Saidin Seri



☐ Precious by Rozita Che Wan



☐ SimplySiti by Dato Siti Nurhaliza



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Part II: Factors of celebrity that influence to purchase celebrity brand
Bahagian II: Faktor selebriti yang mempengaruhi untuk membeli jenama selebriti

Please tick a box on each line to indicate your answer for this section.
 Sila tandakan kotak pada setiap baris untuk menunjukkan jawapan anda untuk bahagian ini.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<i>Sangat tidak setuju</i>	<i>Tidak setuju</i>	<i>Berkecuali</i>	<i>Setuju</i>	<i>Sangat setuju</i>

On a scale of 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree", please tick the box that best reflects your feelings towards the celebrity's physical attractiveness, trustworthiness, and expertise of the brand they are wearing.

Pada skala 1 hingga 5, dengan 1 "sangat tidak setuju" dan 5 yang "sangat setuju", sila tandakan kotak yang paling sesuai dengan perasaan anda terhadap daya tarikan fizikal, kepercayaan, dan keahlian jenama yang mereka (selebriti) pakai.

		Scale				
		1	2	3	4	5
1.	I prefer to watch advertisements with physically attractive celebrity endorser. <i>Saya lebih suka menonton iklan dengan sokongan selebriti yang mempunyai fizikal yang menarik.</i>					
2.	I think that attractiveness is an important characteristic for a celebrity endorser. <i>Saya fikir bahawa daya tarikan adalah ciri penting bagi seorang selebriti menjadi duta produk.</i>					
3.	I feel that a physically attractive endorser influences my purchase intention towards a celebrity endorsed brand. <i>Saya rasa selebriti yang menjadi muka rasmi sesuatu produk yang mempunyai fizikal yang menarik mempengaruhi niat pembelian saya terhadap jenama tersebut.</i>					
4.	I remember a brand that is being endorsed by attractive celebrity more. <i>Saya lebih ingat jenama yang mempunyai selebriti yang menarik (cantik/kacak) sebagai duta.</i>					
5.	I think the advertisements with a trustworthy celebrity endorser receives less negative recalls					

	<i>Saya fikir iklan dengan sokongan selebriti yang boleh dipercayai kurang menerima tanggapan negatif</i>					
6.	<p>I feel that advertisements with a trustworthy celebrity endorser push me to remember that advertisement and the product that is being endorsed.</p> <p><i>Saya merasakan bahawa iklan dengan duta selebriti yang boleh dipercayai mendorong saya untuk mengingati iklan dan produk tersebut.</i></p>					
7.	<p>The celebrity endorser is a trustworthy person.</p> <p><i>Selebriti yang dilantik sebagai duta adalah orang yang boleh dipercayai.</i></p>					
8.	<p>I think a brand that is being endorsed by a trustworthy celebrity is more respectable and desirable</p> <p><i>Saya rasa jenama yang disokong oleh selebriti yang boleh dipercayai adalah lebih dihormati dan wajar</i></p>					
9.	<p>I think advertisements with a celebrity endorser who has expertise (skilled, qualified, knowledgeable, experienced) is more respectable.</p> <p><i>Saya fikir iklan dengan sokongan selebriti yang mempunyai kepakaran (mahir, berkecualan, berpengetahuan, berpengalaman) lebih dihormati.</i></p>					
10.	<p>I pay more attention to the advertisements using an expert celebrity.</p> <p><i>Saya memberi perhatian lebih kepada iklan menggunakan selebriti yang pakar.</i></p>					
11.	<p>I will buy a product if the celebrity endorsing it is an expert</p> <p><i>Saya akan membeli produk jika selebriti yang dilantik sebagai duta adalah pakar</i></p>					
12.	<p>I think a brand that is being endorsed by an expert celebrity is more trustable</p> <p><i>Saya rasa jenama yang disokong oleh selebriti pakar lebih dipercayai</i></p>					

Part III: Factors of advertisement credibility, brand credibility and self-brand connection that influence to purchase celebrity brand

Bahagian III: Faktor kredibiliti iklan, kredibiliti jenama dan sambungan jenama sendiri yang mempengaruhi pembelian jenama selebriti

On a scale of 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree", please tick the box that best reflects your perceptions of the truthfulness and believability of advertising, in general towards the following questions.

Pada skala 1 hingga 5, dengan 1 "sangat tidak bersetuju" dan 5 yang "sangat setuju", sila tandakan kotak yang paling sesuai yang paling *mencerminkan persepsi anda tentang kebenaran dan kebolehpercayaan pengiklanan* secara amnya terhadap soalan-soalan berikut.

	Advertisement Credibility (Kredibiliti Iklan)	Scale				
		1	2	3	4	5
1.	We can depend on getting the truth in most advertising. <i>Kita boleh bergantung pada kebenaran dalam kebanyakan pengiklanan.</i>					
2.	Advertising's aim is to inform the consumer <i>Matlamat pengiklanan adalah untuk memberitahu pengguna.</i>					
3.	Advertising is informative. <i>Pengiklanan adalah bermaklumat.</i>					
4.	Advertising is a reliable source of information about the quality and performance of products. <i>Pengiklanan adalah sumber maklumat yang boleh dipercayai mengenai kualiti dan prestasi produk.</i>					
5.	Advertising is truth well told. <i>Pengiklanan adalah benar diberitahu dengan baik.</i>					
6.	I've been accurately informed after viewing most advertisements. <i>Saya telah dimaklumkan dengan tepat selepas melihat kebanyakan iklan.</i>					
7.	Most advertising provides consumers with essential information. <i>Kebanyakan pengiklanan menyediakan pengguna dengan maklumat penting.</i>					
8.	In general, advertisements present a trust picture of the product being advertised. <i>Secara umum, iklan mempamerkan gambaran aman tentang produk yang diiklankan.</i>					

On a scale of 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree", please tick the box reflects your believability of the product information contained in a brand, which requires perceive that the brand have the ability (and willingness to continuously deliver what has been promised) towards the following questions.

Pada skala 1 hingga 5, dengan 1 "sangat tidak bersetuju" dan 5 "sangat setuju", sila tandakan kotak yang paling mencerminkan kepercayaan maklumat produk yang terdapat dalam jenama, yang memerlukan pengetahuan bahawa jenama mempunyai keupayaan (dan kesediaan untuk terus menyampaikan apa yang telah dijanjikan kepada soalan-soalan berikut.

	Brand Credibility (Kredibiliti Jenama)	Scale				
		1	2	3	4	5
1.	Celebrity brand reminds me of someone who's competent and knows what he/she is doing. <i>Jenama selebriti mengingatkan saya kepada seseorang yang berwibawa dan tahu apa yang dia lakukan.</i>					
2.	Celebrity brand has the ability to deliver what it promises. <i>Jenama selebriti mempunyai keupayaan untuk memberikan apa yang dijanjikan.</i>					
3.	Celebrity brand delivers what it promises. <i>Jenama selebriti memberikan apa yang dijanjikan.</i>					
4.	Celebrity brand's product claims are believable. <i>Tuntutan produk jenama selebriti boleh dipercayai.</i>					
5.	Celebrity brand has a name you can trust. <i>Jenama selebriti mempunyai nama yang boleh dipercayai.</i>					
6.	Celebrity brand doesn't pretend to be something it isn't. <i>Jenama selebriti ini tidak berpura-pura menjadi sesuatu yang tidak.</i>					
7.	Over time, my experiences with this celebrity brand have led me to expect it to keep its promises, no more and no less. <i>Dari masa ke masa, pengalaman saya dengan jenama selebriti ini telah membawa saya untuk mengharapka ia menunaikan janji yang dibuatnya, tidak lebih dan tidak kurang.</i>					

On a scale of 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree", please tick the box that best reflects self-brand connection towards the following questions.

Pada skala 1 hingga 5, dengan 1 yang "sangat tidak bersetuju" dan 5 yang "sangat setuju", sila tandakan kotak yang paling mencerminkan **sambungan jenama diri** terhadap soalan berikut.

	Self-Brand Connection (<i>Sambungan Jenama Diri</i>)	Scale				
		1	2	3	4	5
1.	I consider the celebrity brand to be "me". <i>Saya menganggap jenama selebriti itu sebagai "saya".</i>					
2.	The celebrity brand helps me become the type of person I want to be. <i>Jenama selebriti membantu saya menjadi orang yang saya mahu.</i>					
3.	Feel a personal connection to the celebrity brand. <i>Rasa sambungan peribadi kepada jenama selebriti.</i>					
4.	I (can) use the celebrity brand to communicate who I am to other people <i>Saya (boleh) menggunakan jenama selebriti untuk berkamunikasi siapa saya kepada orang lain.</i>					
5.	The celebrity brand reflects who I am. <i>Jenama selebriti mencerminkan siapa saya.</i>					
6.	I can identify with the celebrity brand <i>Saya boleh mengenal pasti dengan jenama selebriti.</i>					

Part IV: Attitude Toward Brand

Bahagian IV: Sikap Menuju Jenama

Please describe your overall feelings about the brand describe in the ad you just read in page 1 in general. Using a scale where 1 =strongly disagree and 5 = strongly agree; please indicate your level of agreement with each statement.

Sila terangkan perasaan keseluruhan anda tentang jenama dalam iklan yang anda baca pada halaman 2 secara umum. Menggunakan skala di mana 1 = sangat tidak setuju dan 5 = sangat setuju; sila nyatakan tahap persetujuan anda dengan setiap kenyataan.

		Scale				
		1	2	3	4	5
1.	I like celebrity brand. <i>Saya suka jenama selebriti</i>					
2.	I have a good impression on celebrity brand as a whole <i>Saya mempunyai tanggapan yang baik pada jenama selebriti secara keseluruhan.</i>					
3.	Celebrity brand can provide me the feeling of enjoyment <i>Selebriti jenama boleh memberikan saya perasaan keseronokan.</i>					
4.	I trust celebrity brand. <i>Saya percaya jenama selebriti.</i>					
5.	I believe the celebrity brand style is very suitable to mine. <i>Saya percaya gaya jenama selebriti sangat sesuai untuk saya.</i>					

Part V: Purchase Intention

Bahagian V: Niat Pembelian

On a scale of 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree", please tick the box that best reflects your feelings towards the following questions pertaining to your intent to purchase this celebrity brand.

Pada skala 1 hingga 5, dengan 1 yang "sangat tidak bersetuju" dan 5 yang "sangat setuju", sila tandakan kotak yang mencerminkan perasaan anda terhadap soalan-saalan berikut yang berkaitan dengan niat anda untuk membeli jenama selebriti ini.

		Scale				
		1	2	3	4	5
1.	I definitely interest with celebrity brand. <i>Saya pasti minat dengan jenama selebriti.</i>					
2.	I definitely intend to buy celebrity brand <i>Saya pasti berhasrat untuk membeli jenama selebriti.</i>					
3.	I have high purchase interest to buy celebrity brand <i>Saya mempunyai minat yang tinggi untuk membeli jenama selebriti.</i>					
4.	I definitely buy celebrity brand. <i>Saya pasti membeli jenama selebriti.</i>					
5.	I probably buy celebrity brand. <i>Saya berkemungkinan untuk membeli jenama selebriti.</i>					

Please use the space below to add any comments about this questionnaire:

Sila gunakan ruang di bawah untuk menambah komen mengenai soal selidik ini:

Would you be willing to assist the project in the future?

Adakah anda sanggup membantu projek ini pada masa akan datang?

☐ Yes. (Please leave your email)

E-mail:

Appendix B

Pilot Study Result

Frequency Table

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	41	51.2	51.2	51.2
	Male	39	48.8	48.8	100.0
	Total	80	100.0	100.0	

Reliability Purchase Intention

Reliability Statistics

Cronbach's Alpha	N of Items
.978	5

Reliability Celebrity Credibility

Reliability Statistics

Cronbach's Alpha	N of Items
.991	12

Reliability Advertisement Credibility

Reliability Statistics

Cronbach's Alpha	N of Items
.973	8

Reliability Brand Credibility

Reliability Statistics

Cronbach's Alpha	N of Items
.977	7

Reliability Self-Brand Connection

Reliability Statistics	
Cronbach's Alpha	N of Items
.978	6

Reliability Attitude toward Brand

Reliability Statistics	
Cronbach's Alpha	N of Items
.981	5

Appendix C Chi-square Table

Critical values of the Chi-square distribution with d degrees of freedom							
Probability of exceeding the critical value							
d	0.05	0.01	0.001	d	0.05	0.01	0.001
1	3.841	6.635	10.828	11	19.675	24.725	31.264
2	5.991	9.210	13.816	12	21.026	26.217	32.910
3	7.815	11.345	16.266	13	22.362	27.688	34.528
4	9.488	13.277	18.467	14	23.685	29.141	36.123
5	11.070	15.086	20.515	15	24.996	30.578	37.697
6	12.592	16.812	22.458	16	26.296	32.000	39.252
7	14.067	18.475	24.322	17	27.587	33.409	40.790
8	15.507	20.090	26.125	18	28.869	34.805	42.312
9	16.919	21.666	27.877	19	30.144	36.191	43.820
10	18.307	23.209	29.588	20	31.410	37.566	45.315

INTRODUCTION TO POPULATION GENETICS, Table D.1
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Appendix D

Exhibit 1.7 Sample Size Recommendation in PLS-SEM for a Statistical Power of 80%

Maximum Number of Arrows Pointing at a Construct	Significance level											
	1%				5%				10%			
	Minimum R ²				Minimum R ²				Minimum R ²			
	0.10	0.25	0.50	0.75	0.10	0.25	0.50	0.75	0.10	0.25	0.50	0.75
2	158	75	47	38	110	52	33	26	88	41	26	21
3	176	84	53	42	124	59	38	30	100	48	30	25
4	191	91	58	46	137	66	42	33	111	53	34	27
5	205	98	62	50	147	70	45	36	120	58	37	30
6	217	103	66	53	157	75	48	39	128	62	40	32
7	228	109	69	56	166	80	51	41	136	66	42	35
8	238	114	73	59	174	84	54	44	143	69	45	37
9	247	119	76	62	181	88	57	46	150	73	47	39
10	256	123	79	64	189	91	59	48	156	76	49	41

Source: Cohen, J. A power primer. *Psychological Bulletin*, 112, 155–159.

Appendix E

Descriptive Statistics

Frequencies

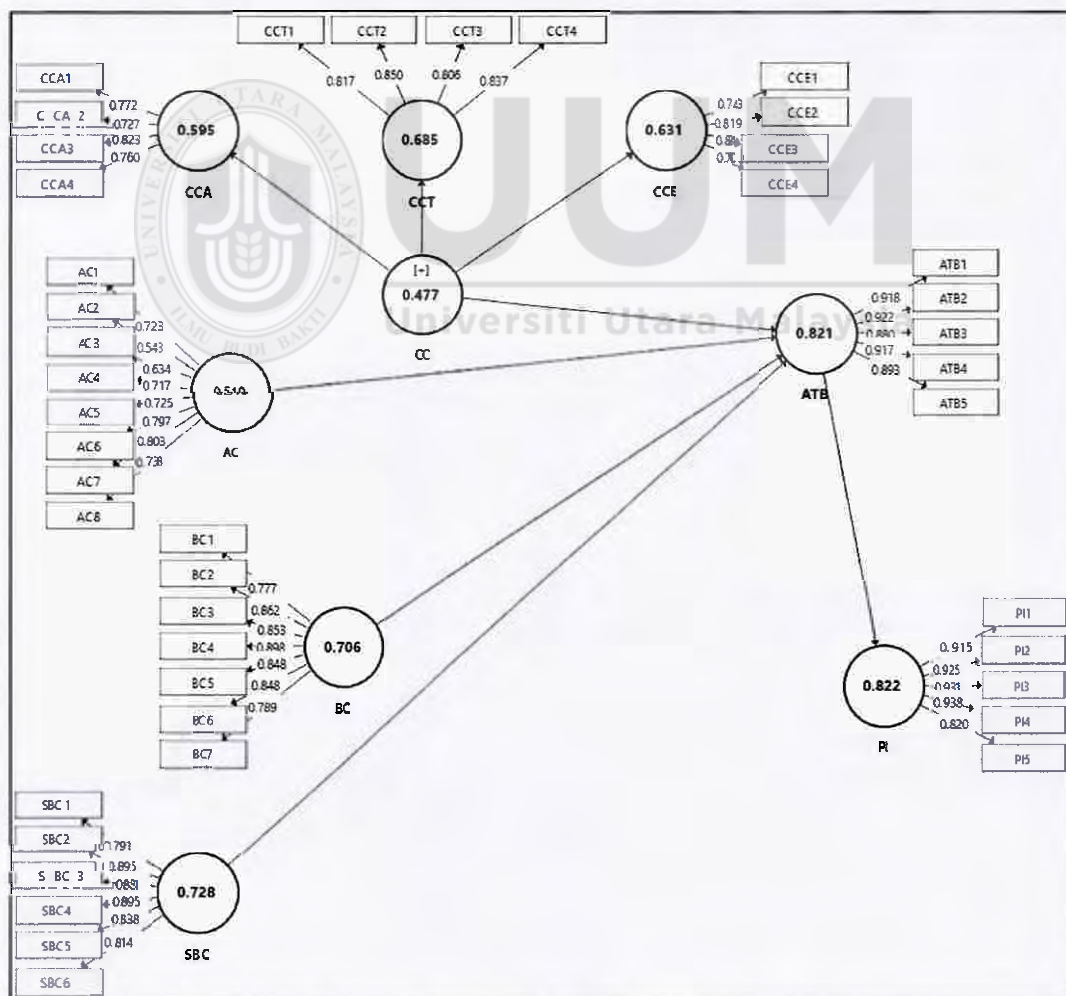
Statistics									
	Gender	Age	Races	Sta	Marital_status	Highest_qualification	Employment_status	Sector_work	Monthly_Income
N Valid	351	351	351	351	351	351	351	351	351
Missing	0	0	0	0	0	0	0	0	0

Descriptive

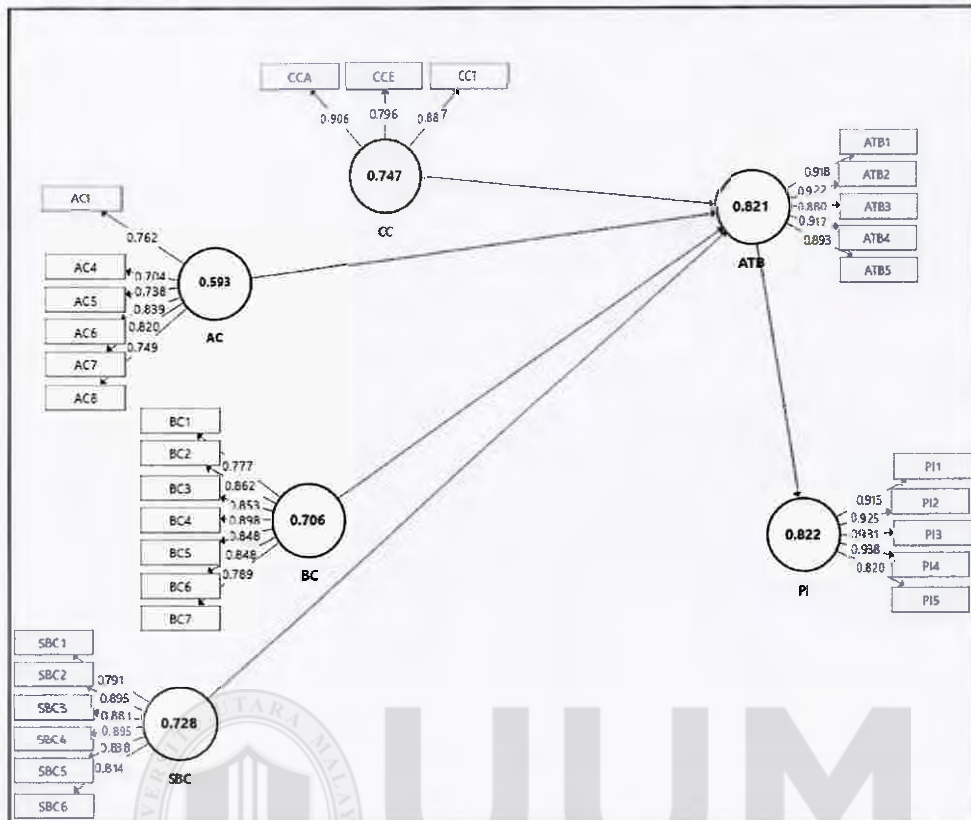
Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Mean PI	351	1.00	5.00	3.8091	.92058
Mean CC	351	2.17	5.00	4.2341	.55934
MeanAC	351	2.25	5.00	4.0367	.58732
Mean BC	351	1.14	5.00	3.8323	.77897
Mean SBC	351	1.00	5.00	3.6168	.87422
MeanATB	351	1.00	5.00	3.8883	.87861
Valid N (listwise)	351				

Appendix F

Measurement Model (Stage One)



Measurement Model (Stage Two)



Measurement Model (Stage One)

Outer Loadings

	AC	ATB	BC	CC	CCA	CCE	CCT	PI	SBC
AC1	0.723								
AC2	0.543								
AC3	0.634								
AC4	0.717								
AC5	0.725								
AC6	0.797								
AC7	0.803								
AC8	0.738								
ATB1		0.918							
ATB2		0.922							
ATB3		0.880							
ATB4		0.917							
ATB5		0.893							
BC1			0.777						
BC2			0.862						
BC3			0.853						

BC4			0.898						
BC5			0.848						
BC6			0.848						
BC7			0.789						
CCA1					0.772				
CCA1				0.669					
CCA2					0.727				
CCA2				0.637					
CCA3					0.823				
CCA3				0.721					
CCA4					0.760				
CCA4				0.697					
CCE1						0.743			
CCE1				0.660					
CCE2						0.819			
CCE2				0.685					
CCE3						0.824			
CCE3				0.608					
CCE4						0.790			
CCE4				0.643					
CCT1							0.817		
CCT1				0.733					
CCT2							0.850		
CCT2				0.750					
CCT3							0.806		
CCT3				0.707					
CCT4							0.837		
CCT4				0.758					
PI1								0.915	
PI2								0.925	
PI3								0.931	
PI4								0.938	
PI5								0.820	
SBC1									0.791
SBC2									0.895
SBC3									0.881
SBC4									0.895
SBC5									0.838
SBC6									0.814

Measurement Model (Stage Two)
Outer Loadings

	AC	ATB	BC	CC	PI	SBC
AC1	0.762					
AC4	0.704					
AC5	0.738					
AC6	0.839					
AC7	0.820					
AC8	0.749					
ATB1		0.918				
ATB2		0.922				
ATB3		0.880				
ATB4		0.917				
ATB5		0.893				
BC1			0.777			
BC2			0.862			
BC3			0.853			
BC4			0.898			
BC5			0.848			
BC6			0.848			
BC7			0.789			
CCA				0.906		
CCE				0.796		
CCT				0.887		
PI1					0.915	
PI2					0.925	
PI3					0.931	
PI4					0.938	
PI5					0.820	
SBC1						0.791
SBC2						0.895
SBC3						0.881
SBC4						0.895
SBC5						0.838
SBC6						0.814

Collinearity Statistics (VIF)

	AC	ATB	BC	CC	PI	SBC
AC		2.147				
ATB					1.000	
BC		3.161				
CC		1.510				
PI						
SBC		2.802				

Appendix G

Structural Model

R Square

	R Square	R Square Adjusted
ATB	0.695	0.691
PI	0.794	0.794

f Square

	AC	ATB	BC	CC	PI	SBC
AC		0.005				
ATB					3.858	
BC		0.079				
CC		0.104				
PI						
SBC		0.191				

Blindfolding

	Q ² (=1-SSE/SSO)
ATB	0.553
PI	0.637

PLSPredict

PLS Model

	RMSE	MAE	MAPE	Q ² _predict
ATB3	0.630	0.473	15.889	0.551
ATB1	0.645	0.493	15.575	0.487
ATB5	0.652	0.470	18.438	0.648
ATB2	0.602	0.457	14.499	0.541
ATB4	0.686	0.512	17.774	0.556
PI2	0.713	0.529	19.000	0.528
PI1	0.609	0.458	15.724	0.626
PI4	0.731	0.562	20.692	0.556
PI3	0.741	0.554	20.085	0.537
PI5	0.675	0.486	15.937	0.368

LMModel

	RMSE	MAE	MAPE	Q ² _predict
ATB3	0.658	0.484	16.351	0.511
ATB1	0.647	0.492	16.078	0.483
ATB5	0.606	0.443	16.131	0.695
ATB2	0.593	0.453	14.260	0.555
ATB4	0.692	0.515	17.449	0.549
PI2	0.726	0.540	18.965	0.510
PI1	0.593	0.454	14.778	0.645
PI4	0.732	0.549	19.809	0.555
PI3	0.746	0.548	19.264	0.530
PI5	0.690	0.493	16.021	0.339

IPMA

Total effect

	PI
AC	0.071
ATB	0.933
BC	0.290
CC	0.206
SBC	0.377

Performance

	Performances
AC	72.945
ATB	72.335
BC	70.828
CC	76.169
SBC	65.508

Confidence Interval Direct relationship

	Original Sample (O)	Sample Mean (M)	5.0%	95.0%
AC->ATB	0.060	0.062	-0.030	0.156
ATB -> PI	0.891	0.891	0.865	0.914
BC->ATB	0.277	0.277	0.165	0.391
CC-> ATB	0.219	0.219	0.156	0.284
SBC->ATB	0.404	0.401	0.309	0.490



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